

CITY OF NORMAN, OKLAHOMA
**CITY COUNCIL COMMUNITY PLANNING AND
TRANSPORTATION COMMITTEE AGENDA**

**Municipal Building Conference Room
201 West Gray**

Wednesday, December 9, 2015

4:00 P.M.

- 1. CLEVELAND AREA RAPID TRANSIT (CART) RIDERSHIP
REPORT INCLUDING SAFERIDE AND EXTENDED SERVICE FOR
THE MONTH OF OCTOBER, 2015.**
- 2. DISCUSSION REGARDING MAXIMUM PARKING STANDARDS.**
- 3. MISCELLANEOUS PUBLIC COMMENTS.**

Community Planning & Transportation Committee

CART Monthly Report, October 2015

CART – Ridership Report Summary

- CART transported 153,446 passengers in October – a daily average of 6,935. October's ridership is up 26% from the same month last year – an increase of 1,715 riders per day. This increase is the result of added service on Main Street and Alameda/E. Norman, a route change on the Research Route 42 that started last October, the new Campus Corner route, new park & ride lots at Sooner Mall and Bethel Baptist Church, and encouragement to use LNC park & ride lot at Lloyd Noble Center.
- Year to date ridership (July – October) is 428,060 – an increase of 27% from the same period last year.
- The only route with a significant decrease in ridership is Campus Loop (-32% YTD).
- For the one-week manual count in October, there were 462 riders who traveled with bicycles (1.2%) and 169 with wheelchairs (0.5%). Lindsey East carried the most passengers with bicycles (185) and Alameda/E. Norman carried the most with wheelchairs (64).

CARTaccess – Ridership Report Summary

- CART transported 2,890 CARTaccess riders in October – an average of 126 riders daily.
- For FY16 year to date, CARTaccess ridership is down 7%.
- CART continues to encourage CARTaccess riders who are able to ride free on CART fixed route.

Planning

- CART is working with the OU Student Government Associations on a Transportation Survey that was distributed to all OU student, staff and faculty in November.
- CART is working on an onboard transit survey that was distributed on the Sooner Express route in November. CART will evaluate survey results for Sooner Express and begin surveying other CART routes in the spring.

Marketing/Outreach

- Placed Late-Night Flex information on bus shelters to help educate OU students to services available to them.
- Fill the Trolley logo was released for November/December fundraiser when the department collects toys from about 50 departments on campus.
- Began working with Web Communication on a story about Fill the Trolley.
- Large-print route schedules were printed for sight-impaired passengers.
- App numbers: about 1300 have downloaded the app, and they have viewed it 38,000 times as of Nov. 10, 2015.
- Purchased a quarter page in the new Chamber guide.
- Placed 35 interior cards on buses touting "HIRING IMMEDIATELY."
- Working on a bike share program at the university.
- Gave out information at the Transition Resource Fair on Oct. 27 at Moore Norman Career Tech.
- Submitted updated information on CART for the ODOT website.

Bus Stop Improvements.

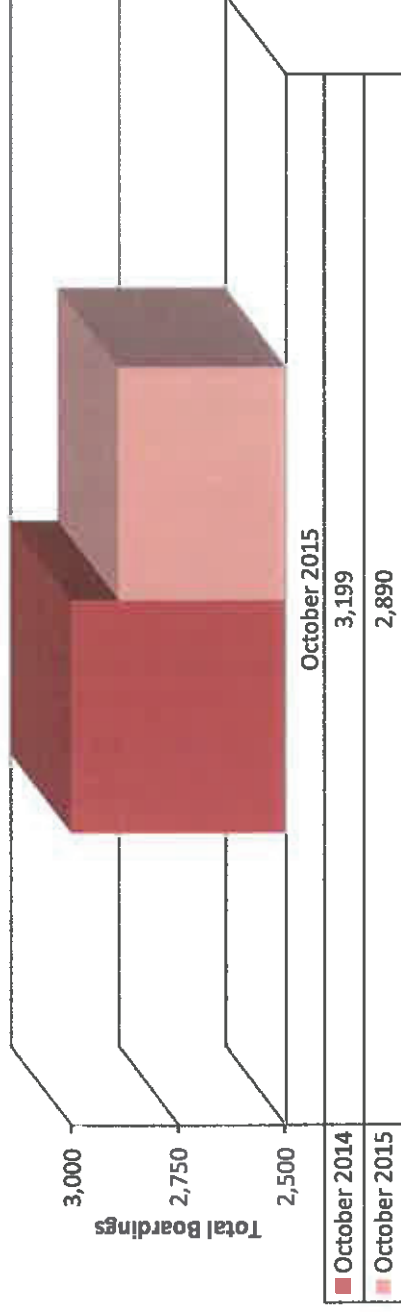
- CART has begun to install more Bus Stoppers and is evaluating lighting at bus stops to increase safety for passengers.

New CDL Training Program

- CART's new Training Supervisor is working diligently on educating and hiring new drivers.

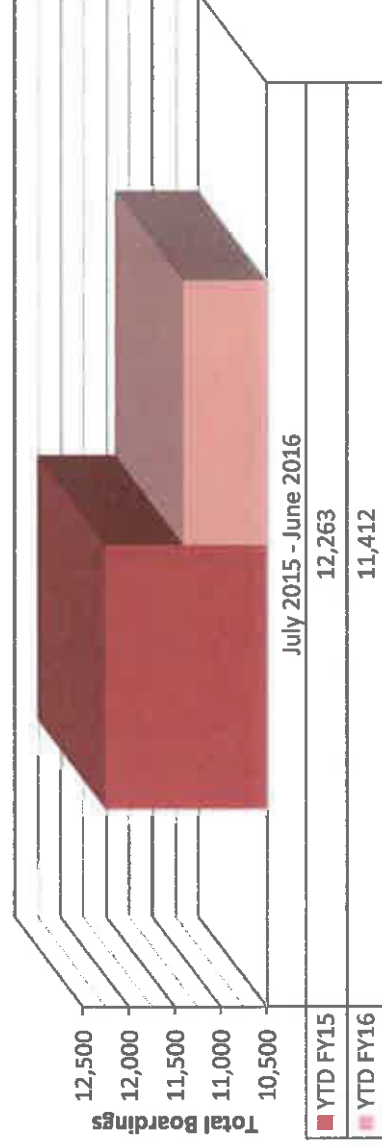
October 2015

CARTaccess Total Ridership



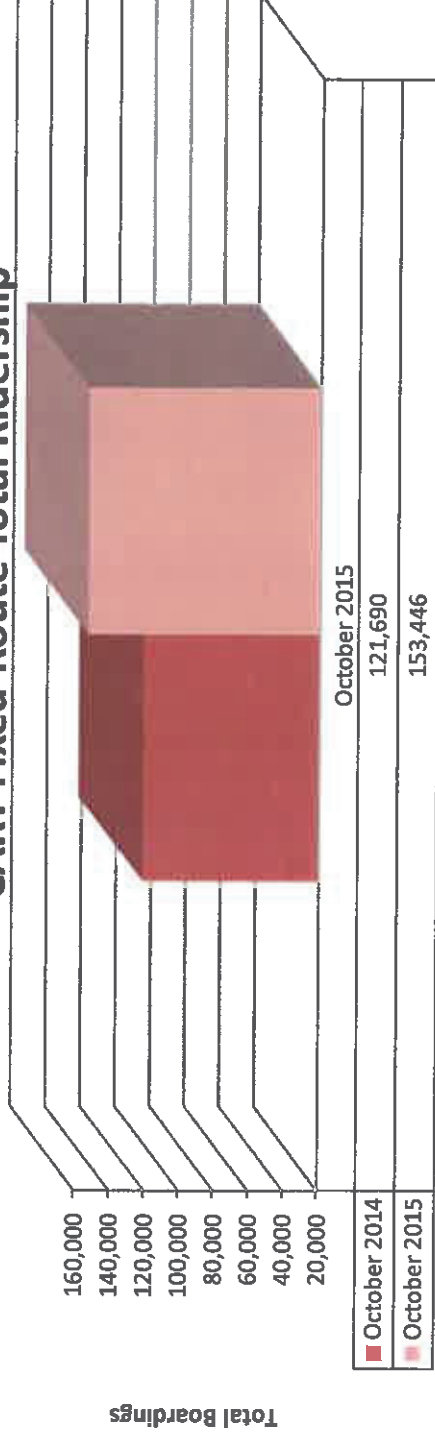
July 2015 - June 2016 (Year-to-Date FY16)

CARTaccess Total Ridership

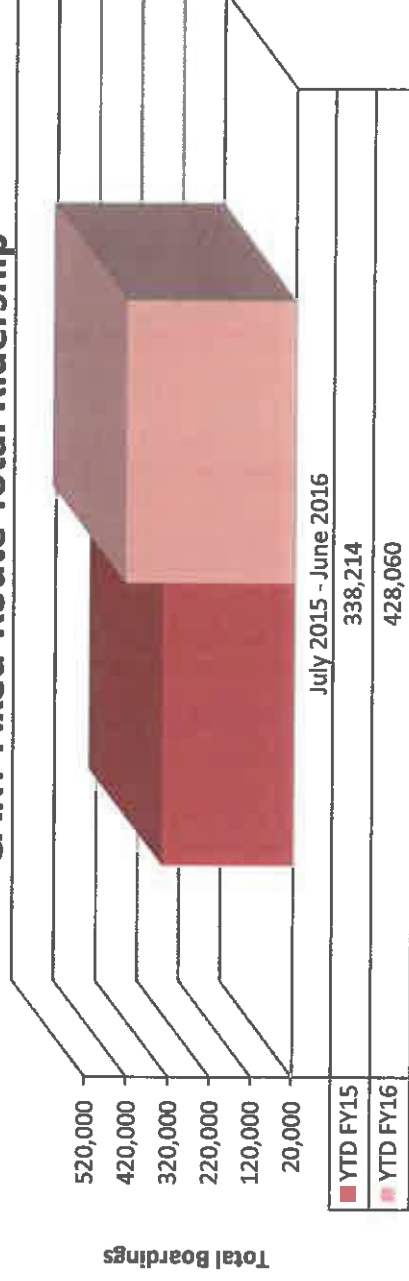


CARTaccess	October 2014	October 2015	% Change	CARTaccess	YTD FY15	YTD FY16	% Change
Monthly	3,199	2,890	-10%	Annual Total	12,263	11,412	-7%

October 2015 CART Fixed-Route Total Ridership



July 2015 - June 2016 (Year-to-Date FY16) CART Fixed-Route Total Ridership



CART Fixed-Route	October 2014	October 2015	% Change	CART Fixed-Route	YTD FY15	YTD FY16	% Change
Monthly Total	121,690	153,446	26%	Annual Total	338,214	428,060	27%

FY15: July 1, 2014 - June 30, 2015

FY16: July 1, 2015 - June 30, 2016